Academic Libraries and Their 7 Billion Friends

Social Media Outreach, Process, and Return

Heidi Anoszko
Christina DeSpears
Anna Michelle Martinez-Montavon
Max Yela
(View from my cubicle)

Christina DeSpears

CATALOGER OF BOOKS

@uwmlibraries
Photographer
(C.M. DeSpears/Sperophotography)
She thought of herself only as a dedicated nurse until she learned she was also a woman.

NORA WAS A NURSE

by Peggy Gaddis
FRIENDS IN NEED MEET IN ONE GOOD
Anna Michelle Martinez-Montavon
INSTRUCTIONAL DESIGN LIBRARIAN

Visit Special Collections

Never Miss a Post!
Platform Integration...
...and Web Integration

HOME PAGE REDESIGN

TUMBLR FEED

Visit Special Collections

Explore Special Collections

uwm.edu/libraries/special
Tumblr Traffic

January – March 2016
2,643 Sessions Total

- Direct: 53%
- Social: 20%
- Referral: 18%
- Organic Search: 9%

*Does not include traffic via Tumblr dashboard*
Tumblr Traffic

January – March 2016
996 Sessions (Referral/Social)

- Direct: 53%
- Referral: 18%
- Social: 20%
- Organic Search: 9%
Referrals: Web and Social Media

January – March 2016
996 Sessions

- uwm.edu: 38%
- Twitter: 30%
- Facebook: 22%
- Other: 10%
Referrals: Time Spent on Tumblr

January – March 2016
2,643 Sessions Total
996 Sessions (Referral/Social)
Heidi Anoszko
LEAD SENIOR USER SERVICES INTERN
@uwmlibraries
A Little About the Platform

Multi-media microblogging, 140 characters at a time
Polling, sharing, private messaging
Marketing and relationship management for organizations
Twitter @UWMLibraries

Control of account relinquished to interns in Fall 2014
Best practices and workflow established Spring 2015
Current team:
Xou Lee Va Vang, Catherine Mullen, Emily Voss, Mai Xiong
Collaborative Workflow

Interns- choose themes (#ThrowbackThursday, #HowTuesday) and post on assigned days

Real-time posts and maintenance during shifts

Team Lead- oversees content decisions, maintains guides, sits on Social Media Committee, addresses account/PR issues, coordinates cross promotion

Pro Staff- approve policy decisions, oversee content, offer guidance
Tell us about your...
- Purpose
- Audience
- Goals

...for your chosen social media platform.
Libraries' Calling Card
Library Information & Events

The Learning Commons is now open 24 hours until December 20 at 5:00 PM.

Animal Therapy: Brought to you by Health Healers.

Sequel Justice Activism among Muslims in Milwaukee.

@uwmlibraries
The Libraries' Resources: Book Features
The Libraries' Resources: Digital
Book as an Object
Day in the Life of the Libraries
Engagement in Campus Life
Always feature students and staff when you catch them doing something awesome
Explore MKE
Always leave room for the ridiculous
Tell us about your...

◦ Purpose
◦ Audience
◦ Goals

...for your chosen social media platform.
What is the workflow of your content management strategy?
What are the advantages and disadvantages to working with your chosen platform(s)?
What returns have you had thus far?
What surprised you most?
What have you learned?
Credits

Social media icons used under brand asset guidelines
- Tumblr - https://www.tumblr.com/logo
- Facebook - https://www.facebookbrand.com/
- Twitter - https://about.twitter.com/company/brand-assets
- Instagram - https://www.instagram-brand.com/

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